

Business Network Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Business Network Services* research analyzes enterprise demand for network connectivity services and service provider strategies for targeting the enterprise market. Covering Layer 1 and 2 services as well as Internet access and emerging value-added services, this research assesses and describes the markets for data and transport services in the access and domestic and international long distance markets. This research provides insight into the providers of these services, including traditional telecom providers, competitive carriers, Internet service providers, regional carriers, cable companies, and specialized service providers. It assesses their strategies to position themselves in the enterprise space, and it analyzes their strengths, challenges, and competitive positioning. It also analyzes the demand-side market dynamics of medium-sized and large businesses as they assess, implement, manage, and migrate between various business network services.

Markets Covered

This service covers the following segments of the business network services market:

- Dedicated Internet access
- Ethernet
- Frame relay and ATM
- Telepresence
- Private line
- Optical wavelength
- Telecom access lines
- Fixed mobile convergence (FMC)

Subjects Analyzed

Throughout the year, this service will address the following topics:

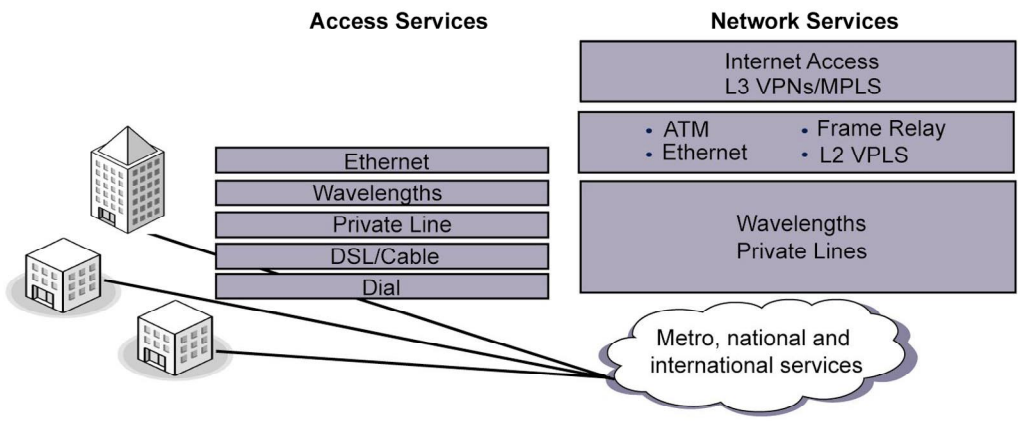
- Forecasts for covered services
- Profiles of unique and innovative services and companies
- Demand-side analysis developed from IDC's *WAN Manager Survey*
- Carrier market insights, including out-of-region strategies

Key Questions Answered

Our research addresses the following issues that are critical to the success of service providers and their suppliers and partners:

1. How quickly will the migration from traditional data to newer technologies occur? Which technologies are best positioned to benefit from migration trends?
2. What percentage of the business network services market will be taken by Ethernet and wavelength services?
3. Which decision factors will be used by different enterprise segments to migrate from private lines and frame relay to Ethernet and other service offerings?
4. How will service providers facilitate end-to-end integrated access and convergence services?
5. What applications drive the demand for managed Ethernet and wavelength services?

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Source: IDC

Companies Analyzed

IDC's *Business Network Services* research examines how business network service providers are positioning themselves to compete in the data networking market. This service reviews the strategies, market positioning, and future direction of several providers in the business network services market, including:

AT&T, BT, Cbeyond, CenturyTel, Charter Business, Citizens Communications, Cogent, Cox Business Services, CSC, Deltacom, EarthLink, EDS, Embarq, Global Crossing, IBM, Level 3, Masergy, NTT, Optimum Lightpath, Orange Business Services, PAETEC, Qwest, Reliance GlobalComm, Sprint, Time Warner Cable Business Services, Time Warner Telecom, T-Systems, Verizon, Windstream, and XO Communications.

Core Research

This service focuses on the following core research. In addition to the insight provided in this service, IDC may conduct additional research on specific topics, or emerging market segments, via research offerings that require additional IDC funding and client investment.

U.S. Service Provider Marketscape
This competitive analysis includes a graphical representation of the positioning of major players in the U.S. enterprise telecom services market. It evaluates providers in light of key criteria that help shape their success and highlights key strengths and weaknesses.

Carrier Ethernet Services Market Forecast and Analysis
This document includes forecasts of Ethernet revenue and ports. Data is segmented by port speed and application type, and analysis includes detailed profiles of leading service providers.

U.S. WAN Manager Survey
This demand-side survey analyzes spending by 400 corporate WAN managers. The data in this document is segmented by company size, vertical market, geography, and number of sites.

Frame Relay and ATM Services Market Forecasts and Analyses
These documents forecast the frame relay and ATM markets according to revenue and ports and segments by local/long distance and port speed. They also include details on market share.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10-plus years reflects our commitment to investing in our customers.

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